YATHISH SHETTIGAR

Product Designer | **UX Designer** | **UX Engineer**

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SUMMARY

Product Designer with **3+ years** of experience designing **enterprise workflow** products — from research and **journey mapping** to wireframes, prototypes, and high-fidelity UI in **Figma** and **Axure RP**. Translates complex business processes into intuitive, **accessible (WCAG)** experiences, applies and extends **design systems**, and collaborates directly with product owners, stakeholders, and engineers in **Agile** environments to ship work that holds up in production.

WORK EXPERIENCE

Software Engineer — Product Design | Front-End Development *Sep 2024 – Present*

Trigent Software *Bengaluru*

- Translates complex business requirements and **enterprise processes** into user flows, wireframes, and high-fidelity designs, working with product owners and stakeholders across **10+ engagements** in logistics, property & vehicle insurance, and healthcare.
- Applies established **design-system** components and reusable patterns, running **usability testing** and synthesizing feedback into practical design recommendations.
- Prepares design specifications and collaborates with **developers** and architects through implementation, contributing **React.js** front-end development for **responsive** and **accessible** interfaces.
- Presents design concepts and rationale to project teams and stakeholders, refining key workflows before development.
- Introduced a new UX approach for **ConnectMGA** that received **direct client appreciation** and was reused on the ePP project.

UX & Web Design/Development *Aug 2023 – Apr 2024*

Freelance *Udupi*

- Delivered creative design and digital branding support for local brands and clients, producing static & motion posters using Adobe Photoshop and After Effects, designing custom logos, contributing to the UI/UX of a sports application, and independently managing a club's social media presence to strengthen its digital marketing, promotions, and audience engagement.

Social Media Content Designer (Intern) — Graphic Design & Social Media Handling *Sep 2022 – Jan 2023*

Growcify *Bengaluru*

- Created **200+ brand and marketing visual assets** and **10+ motion graphics** using Adobe Photoshop and After Effects for weekly social media campaigns, strengthening storytelling and engagement across Growcify's SaaS platform.

EDUCATION

East West College of Engineering, VTU *2019 – 2023*

Bachelor of Engineering (B.E.), Computer Science & Engineering

TECHNICAL SKILLS

Product & UX Design:	**Figma**, **Axure RP**, Wireframing, Prototyping, User Flows, User Research, **Journey Mapping**, Information Architecture, **Usability Testing**, **Design Systems**, **Accessibility (WCAG)**, Interaction Design, Adobe Creative Suite
Process & Collaboration:	**Agile/Scrum**, Design Rationale, Stakeholder Presentations, Requirements Gathering, Developer Handoff, Cross-Functional Collaboration
Front-End Development:	HTML5, CSS3, JavaScript (ES6+), React.js, Next.js, TypeScript, Tailwind CSS, Bootstrap 5
Tools & Analytics:	Google Analytics 4 (GA4), Git, GitHub, Node.js, Express.js, REST API, MongoDB

SELECTED PROJECTS

ConnectMGA | Vehicle Insurance Mobile Application

Product Design · Insurance Technology · Mobile UX

- Led **end-to-end UX design**, translating stakeholder requirements into user personas, **journey maps**, wireframes, and interactive prototypes for vehicle registration, policy management, and claims workflows.
- Conducted usability and workflow analysis, identifying **4+ friction points** and simplifying navigation, form validation, and task progression to improve the insurance application experience.
- Delivered high-fidelity designs and interaction specifications, collaborating with stakeholders to refine usability and earning **direct client appreciation** for design execution.

Sports App | Multilingual Sports Management Platform

Product Design · Product Analytics · Mobile-First UX

- Designed **four role-based experiences** for Main Admin, Sub Admin, Event Staff, and Users, defining information architecture and streamlined workflows for registration, event management, and results.
- Applied competitive analysis and UX benchmarking to inform a **multilingual** experience (Kannada, English, Hindi), incorporating age-based registration, identity validation, and accessible interaction patterns.
- Analyzed **Google Analytics 4 (GA4)** acquisition, engagement, and event data to understand user behavior and identify UX optimization opportunities for a platform supporting **3K+ daily traffic**.

US-FEX | Logistics & Freight Management Platform

Product Design · Enterprise SaaS · Cross-Platform UX

- Mapped **role-based user journeys** and task flows for Shippers, Carriers, Brokers, and Drivers, organizing complex shipment operations into actionable, context-aware experiences.
- Redesigned desktop workflows for mobile using **progressive disclosure**, information hierarchy, and reusable UI components, prioritizing shipment visibility and time-sensitive operational tasks.
- Prepared **developer handoff documentation**, including responsive specifications, component states, interaction behaviors, and edge cases to support consistent implementation across platforms.

Momar HayStack | Enterprise Order Entry & Management

Product Design · B2B SaaS · Workflow Optimization

- Conducted **stakeholder interviews** and existing-workflow analysis, identifying navigation friction and repeated backtracking when operational users modified products, quantities, and billing or shipping details.
- Established a design rationale for replacing the rigid stepper with a unified, **progressive-disclosure** interface, balancing information density, flexibility, and task efficiency.
- Designed and prototyped the desktop Order Entry and mobile Add Order experiences, comparing **as-is and proposed workflows** to evaluate navigation complexity and task completion efficiency.

CERTIFICATIONS

- **Claude Code in Action**
- **Fundamentals of AI Agents Using RAG and LangChain**
- **Google UX Design Professional Certificate**
- **UI Design & Development (Tutedude)**
- **Responsive Web Development (freeCodeCamp)**